

### Claims

Having thus described the invention, what is claimed as new and desired to be secured by Letters Patent is as follows:

1        / 1. A method for developing a new product, comprising:  
2        receiving a plurality of new product concepts from a  
3        plurality of submitters, said plurality of new product  
4        concepts administered by a manager;  
5        selecting one new product concept from said plurality of  
6        new product concepts for market introduction;  
7        transforming said selected new product concept into a  
8        developed new product suitable for introduction to the  
9        marketplace;  
10       introducing said developed new product to the marketplace  
11       to find an interested party; and  
12       licensing said developed new product to said interested  
13       party for manufacture, distribution, and sale in the  
14       marketplace, said license including parameters for  
15       making payment of a first royalty to the submitter of  
16       said selected new product concept and making payment of  
17       a second royalty smaller than said first royalty to the  
18       submitters of each new product concept not selected and  
19       making payment of a third royalty smaller than said  
20       first royalty payable to said manager.

1           2. The method as in claim 1 wherein selecting one new  
2 product concept for market introduction comprises:

3           formulating a market survey relative to each new product  
4           concept;

5           submitting each market survey to each of said plurality of  
6           submitters and soliciting a response relative thereto;  
7           and

8           analyzing said responses to said market surveys whereby to  
9           select said one new product concept for market  
10          introduction.

1           3. A method as in claim 2 wherein each market survey  
2 includes a conjoint analysis component having multiple  
3 attributes and multiple levels designed to predict the  
4 marketability of a respective new product concept.

1           4. A method as in claim 2 further comprising providing  
2 a plurality of pools, each pool associated with a predetermined  
3 subject matter and receiving only new product concepts having  
4 substantially similar subject matter.

1           5. A method as in claim 2 wherein receiving a plurality  
2 of new product concepts includes receiving new product concepts  
3 only upon payment of a registration fee, and said step of  
4 receiving a plurality of new product concepts is repeated until

5 a predetermined number of new product concepts has been  
6 received.

1 6. A method as in claim 4 wherein presenting said  
2 developed new product to the marketplace comprises:

3 marketing said developed new product to at least one  
4 potential manufacturer so as to influence said  
5 potential manufacturer to execute a licensing agreement  
6 relative to said developed new product.

1 7. A method as in claim 2 wherein transforming the  
2 selected new product concept into a developed new product,  
3 comprises:

4 engineering said selected new product concept to optimize  
5 the utility function thereof through application of  
6 innovative design methodology and consultation with the  
7 submitter of said selected new product concept; and  
8 obtaining a degree of proprietary protection for said  
9 selected new product concept by filing and prosecuting  
10 at least one patent application covering novel elements  
11 of said selected new product concept.

1 8. A method as in claim 2 further comprising notifying  
2 said plurality of submitters when one new product concept has  
3 been selected and identifying said selected new product  
4 concept.

1 / 9. A method for developing new products, comprising:  
2 providing a plurality of pools, each pool associated with a  
3 predetermined subject matter and administered by a pool  
4 manager;  
5 receiving a predetermined number of new product concepts  
6 into each said pool, each said new product concept  
7 being registered by a submitter to one of said pools  
8 having a subject matter in common with the subject  
9 matter of said new product concept;  
10 formulating a market survey relative to each new product  
11 concept;  
12 submitting each market survey to each of said plurality of  
13 submitters and soliciting a response relative thereto;  
14 analyzing said responses to said market surveys whereby to  
15 select said one new product concept for market  
16 introduction;  
17 transforming each said new product concept into a developed  
18 new product suitable for introduction to the  
19 marketplace; and  
20 introducing each said selected new product concept into the  
21 marketplace whereby to obtain sales transactions  
22 therefor.

1 10. A method as in claim 9 wherein introducing each  
2 said developed new product concept into the marketplace further  
3 comprises:

4 marketing each said developed new product to at least one  
5 potential manufacturer so as to influence said  
6 potential manufacturer to execute a licensing agreement  
7 relative to said developed new product; and  
8 licensing each said developed new product to a manufacturer  
9 for manufacture, distribution, and sale in a market  
10 mutually selected by said pool manager and said  
11 manufacturer, each said license including parameters  
12 for distributing revenue derived from sale transactions  
13 relative to said developed new product.

1 11. A method as in claim 10 wherein said distribution  
2 parameters include making payment of a first royalty to the  
3 submitter of said selected new product concept and making  
4 payment of a second royalty smaller than said first royalty in  
5 equal amounts to the submitters of each new product concept not  
6 selected and making payment of a third royalty smaller than  
7 said first royalty payable to said pool manager.  
8

9 12. A method as in claim 9 wherein transforming the  
10 selected new product concept into a developed new product  
11 comprises:

12 engineering each said selected new product concept to  
13 optimize the utility function thereof through  
14 application of innovative design methodology; and

15 obtaining a degree of proprietary protection for each said  
16 selected new product concept by filing and prosecuting  
17 at least one patent application covering the novel  
18 elements of each said selected new product concept.

1 13. A method as in claim 12 wherein receiving said new  
2 product concepts into said pools includes requiring payment of  
3 a registration fee for each new product concept registered by a  
4 submitter, said registration fees being used to fund said steps  
5 of engineering each said selected new product concept and  
6 obtaining a degree of proprietary protection for each said  
7 selected new product concept.

1 14. A method as in claim 9 wherein receiving said new  
2 product concepts into said pools includes requiring payment of  
3 a registration fee for each new product concept registered by a  
4 submitter, the registration fee being dependent upon the  
5 subject matter associated with the pool into which a new  
6 product concept is registered.

1 15. A method as in claim 9 further comprising combining  
2 two or more pools into a single pool if a predetermined number  
3 of new product concepts are not received into a single pool  
4 within a predetermined period of time.

